

# EMERGING ENTERPRISES' GCCs IN INDIA - LANDSCAPE REPORT 2025

[www.ansr.com](http://www.ansr.com)



Our Research Partner



EMERGING ENTERPRISES' GCCs IN INDIA - 2 0 2 5

# TABLE OF CONTENT

---

<b>Preface</b>	<b>03</b>
<b>Introduction</b>	<b>06</b>
<b>Executive Summary</b>	<b>11</b>
<b>Emerging Enterprises' GCCs in India – Analysis and Insights</b>	<b>15</b>
<b>Key Trends shaping Emerging Enterprises' GCCs in India</b>	<b>20</b>
<b>Case Studies</b>	<b>22</b>
<b>Forecast &amp; Outlook</b>	<b>27</b>
<b>Appendix –List of Emerging Enterprises' GCCs in India</b>	<b>30</b>

# Preface from **Co-Founder, ANSR** and **CEO, 1Wrk**



**Vikram Ahuja**

Co-Founder, ANSR and CEO, 1Wrk

For over two decades, India's Global Capability Center (GCC) ecosystem has been synonymous with large multinational enterprises leveraging scale, talent, and innovation to drive transformation. But a new and equally powerful chapter is unfolding, led by Emerging Enterprises that are setting the pace for the next wave of global enterprise growth.

As of September 2025, over 610 Emerging Enterprises have established GCCs in India. Notably, 64% of all new GCCs set up in this segment since 2020 are PE-backed. This surge underscores a critical shift: the GCC model is no longer the exclusive domain of Fortune 500 companies. It has evolved into a strategic operating model for growth-oriented firms seeking direct access to talent, speed, and innovation.

These enterprises are distinct in their approach. They build lean, high-impact centers focused on digital engineering, data, AI, and core product capabilities, enabling them to drive global outcomes with agility. Unlike traditional large-scale GCCs, their focus is not on size, but on capability creation, differentiation, and time-to-value.

This report delves into the emerging landscape of emerging enterprises' GCCs in India, their growth trajectory, operating models, investment trends, and strategic priorities. More importantly, it highlights how these enterprises are reshaping the global perception of what a GCC can achieve.

At ANSR, we believe this democratization of the GCC model marks the next phase of India's evolution as the world's preferred destination for building global capability, where innovation and impact are no longer defined by scale, but by intent and execution.

# Preface from Head - Growth & Emerging Markets, ANSR



**Vinay Parakala**

Head - Growth & Emerging Markets, ANSR

A new class of Emerging Enterprises is rapidly embracing the GCC model to accelerate innovation, build differentiated capabilities, and compete on a global stage. What distinguishes these companies is not just what they build, but the clarity with which they build it: sharp mandates, focused teams, and a bias toward rapid time-to-value.

At ANSR, we have had the privilege of partnering closely with this segment. Our work with prominent emerging enterprises has revealed a consistent pattern: those that move early, design intentionally, and invest in talent quality unlock disproportionate enterprise value. This is especially evident as we help companies adopt agentic AI, enabling GCCs to evolve from execution centers into autonomous intelligence hubs that drive proactive decision-making, operational efficiency, and innovation across HR, finance, engineering, and customer experience.

As India becomes the global epicenter for digital talent and AI-enabled capability building, emerging enterprises have a unique opportunity to shape the next chapter of global business. At ANSR, we are committed to helping them realize that potential - with the right strategy, the right teams, and the right operating models to compete and win in a rapidly evolving world.

# Preface from **Founding Partner,** **Wizmatic**



**Sandeep Panat**

Founding Partner, Wizmatic

India today stands as the epicenter of the world's Global Capability Center (GCC) movement. A place where global enterprises, investors, and innovators converge to build the future of business operations, technology, and digital capability. What began as a support model two decades ago has now transformed into a vibrant ecosystem driving global competitiveness, innovation, and enterprise growth.

While the Gigacenters of Fortune 500 and tech giants have dominated headlines, an equally transformative new segment has been quietly reshaping the landscape. The Emerging Enterprise GCCs represent the next wave of globalization: agile, capital-efficient, and deeply integrated into their parent organizations' value chains.

This report brings focus to the often-overlooked middle tier, now shaping the next wave of growth. Our analysis identified over 610 GCCs in India with parent revenues ranging between up to USD 2 billion, collectively generating USD 14.23 billion in annual revenue from India and employing nearly 4.62 lakh professionals.

As India moves into the next decade of its GCC evolution, the Emerging Enterprises segment stands out as the most vibrant and investment-ready frontier, for both investors and service providers. This convergence of private capital and India's global talent is creating a powerful multiplier effect: portfolio companies are scaling faster, global investors are finding India central to their operating model, and the ecosystem itself is becoming more diverse and innovation-centric.

This report aims to document and celebrate this pivotal shift, where agility, private capital, and global ambition intersect to create the next wave of transformation from India.

# Acknowledgement

We extend our thanks to all the team members who invested their valuable time to provide inputs and contribute to this report.

**Our special thanks to the review panel for their strategic direction from conceptualization to the launch of the report**



**Vinay Parakala**  
Head - Growth &  
Emerging Markets,  
ANSR



**Smitha Hemmigae**  
Managing Director –  
Marketing, ANSR



**Sandeep Panat**  
Founding Partner,  
Wizmatic

## ANSR Team



**Shekhar Anand**  
Associate Director,  
Research & Advisory,  
ANSR



**Shefali Bhasin**  
Research Analyst,  
ANSR



**Muthulakshmi Subbiah**  
Associate Director, Mid-  
Market Customer  
Acquisition, ANSR



**Ashutosh Bisht**  
Director, Research &  
Advisory, ANSR



**Clint Thomas**  
Director - Content  
Marketing & Public  
Relations

# INTRODUCTION

DEFINITION AND  
SCOPE OF THE  
STUDY

EMERGING ENTERPRISES' GCCs IN INDIA - 2 0 2 5



# What is a GCC & why do you need it?

Wholly owned, integrated, strategic platform typically established in talent rich locations (such as India) for significantly enhanced value.



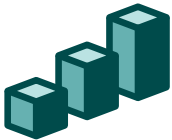
## Integrated

Companies can set up & operate a GCC to access global top-talent and build differentiating business capabilities.



## Strategic Platform

GCCs have evolved into centers of excellence driving enterprise growth, transformation and innovation agenda.



## Enhanced Value

Enterprises that partner with experts to successfully set up & operate GCCs in offshore locations see significant enhancement in time to value.



## Wholly Owned

GCCs are a mainstream strategy to establish new business capabilities, gain efficiencies and optimize costs.

# What is not considered as a GCC?



## Offshore Delivery Centers (ODCs)

An ODC is a dedicated unit set up by an organization in a foreign country to handle specific business processes, IT development, or back-office operations. These centers primarily serve the parent company but operate with a more delivery-focused approach rather than strategic decision-making.



## Employer of Record (EoR)

A 5-10 member EOR team, operating without strategic integration or direct organizational ownership, does not qualify as a GCC. Its functional limitations and lack of capability development prevent it from delivering a compelling value proposition, distinguishing it from the strategic, value-driven model of a true GCC.



## India Center of Large Services Companies

Services companies offer outsourced IT, business process outsourcing (BPO), and other managed services to multiple clients globally. Examples include firms like Accenture, TCS, and IBM, which provide shared services to multiple organizations rather than being dedicated to a single parent company.

# Emerging Enterprises – Definition and Scope

## Definition

The **Emerging Enterprise segment**, defined in this study as mid-market companies with annual revenues **up to \$2 billion**, represents a dynamic and fast-growing cohort of global enterprises.

## PE-Backed Firms

**Private equity-backed firms form a critical subset within this landscape.** Supported by strong investment capital and focused growth mandates, PE-backed companies increasingly view GCCs as vehicles for rapid value creation, operational transformation, and accelerated scaling. Their emphasis lies in building cost-efficient, tech-enabled, and talent-rich operations that can compete globally while remaining nimble.

**Emerging Enterprises are shaping the next wave of GCC expansion in India.** They are tapping into India's deep talent pool, advanced digital ecosystem, and cost advantages to build centers of excellence in functions such as technology, analytics, finance, and customer operations. These GCCs are not only execution hubs but also critical enablers of innovation, helping firms punch above their weight in global markets.

# Study Scope and Methodology

This report focuses on analyzing the Emerging Enterprises that have established Global Capability Centers (GCCs) in India. It examines the regional and industry-wise distribution of these companies, identifies key countries of origin, and highlights sectors with significant GCC presence. The study captures current trends in GCC expansion, evaluates the scale and diversity of operations in India, and provides a snapshot of the global corporate landscape as it connects to India's strategic role in global innovation.

This study aims to examine the presence and impact of Emerging Enterprises operating GCCs in India, using a structured approach involving data identification, validation, and analysis.



## Data Identification

- Selected the India GCC list as the foundational dataset.
- Mapped all companies by region, country of origin, industry sector, and revenue range.
- Conducted preliminary screening to shortlist companies based on their global revenue (using publicly available sources and filings) and listed out GCCs with annual revenue up to \$2Bn.



## GCC Presence Mapping

- Identified GCCs based on their establishment year, operational locations in India, and full-time employee (FTE) strength
- Gathered data on the scope of services provided, technology capabilities, and functional coverage.
- Used validated internal databases and open-source company disclosures for corroboration.



## Research and Validation

- Cross-referenced findings using both primary interviews with GCC leaders and secondary research from credible industry reports, press releases, and business intelligence platforms.
- Engaged with industry experts to validate insights and resolve data inconsistencies.



## Analysis and Reporting

- Interpreted trends in GCC establishment patterns, scale, and sector maturity.
- Synthesized insights into a structured report backed by visual data representation and thematic summaries.

**Note:** The analysis is limited to companies who have established or expanded GCCs in India as on Sep 30, 2025.

# EXECUTIVE SUMMARY

## KEY TAKEAWAYS



# Executive Summary

**610+**

Emerging Enterprises have GCCs in India (as of Sep 30, 2025)

**462K+**

Total installed talent base of Emerging Enterprises' GCCs in India

**\$14.23 Bn**

Cumulative revenue of Emerging Enterprises' GCCs from India (2025)

**64%**

Of the new GCCs established within this segment since 2020 are Private Equity-Backed

**205+**

Emerging Enterprises have GCCs in Bengaluru

**166K+**

Installed talent base of Emerging Enterprises' GCCs in Bengaluru

In recent years, operational excellence and strategic agility have become non-negotiable for companies. In this transformed entrepreneurial landscape, GCCs are no longer exclusive to larger corporations. This new wave of momentum is driven not by size, but by strategy.

Emerging Enterprises are now accelerating GCC adoption to unlock value, scale efficiently, and build future-ready operations. India is emerging as a strategic hotspot for Emerging Enterprises looking to establish GCCs. This segment is on track for accelerated momentum, with **610+ companies** already having presence in India employing over **462K+ professionals**. The number of GCCs within this segment is forecasted to **cross over 950 mark by 2030**.

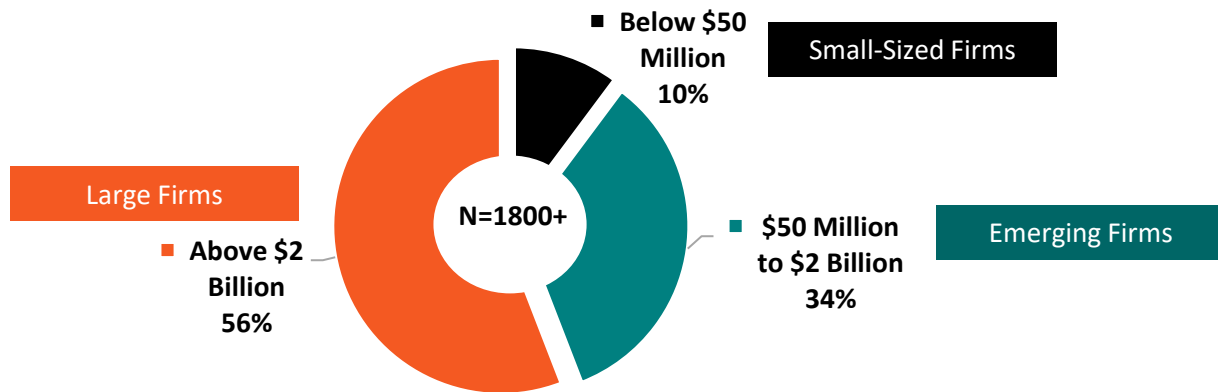
India's GCC ecosystem has witnessed a remarkable transformation, with Emerging Enterprises playing an increasingly pivotal role. While traditionally large enterprises have dominated this space, Emerging Enterprises' GCCs are now critical players in the Indian market. These centers are highly agile, innovative, and focused on digital transformation, helping companies drive operational efficiency and innovation.

The Indian Emerging Enterprises' GCC segment, characterized by its dynamic growth and strategic importance, has emerged as a focal point for investors and industry players alike. These centers contribute to job creation, foreign direct investment, and the development of a vibrant technology ecosystem. As the global business landscape continues to evolve, Emerging Enterprises' GCCs are poised to play an even more critical role in driving innovation, competitiveness, and economic growth.

# Emerging Enterprises command over one-third (~34%) of India's GCC ecosystem

Total No. of companies having GCCs in India (2025) = 1800+

GCC split in India, by revenue range (overall company revenue):



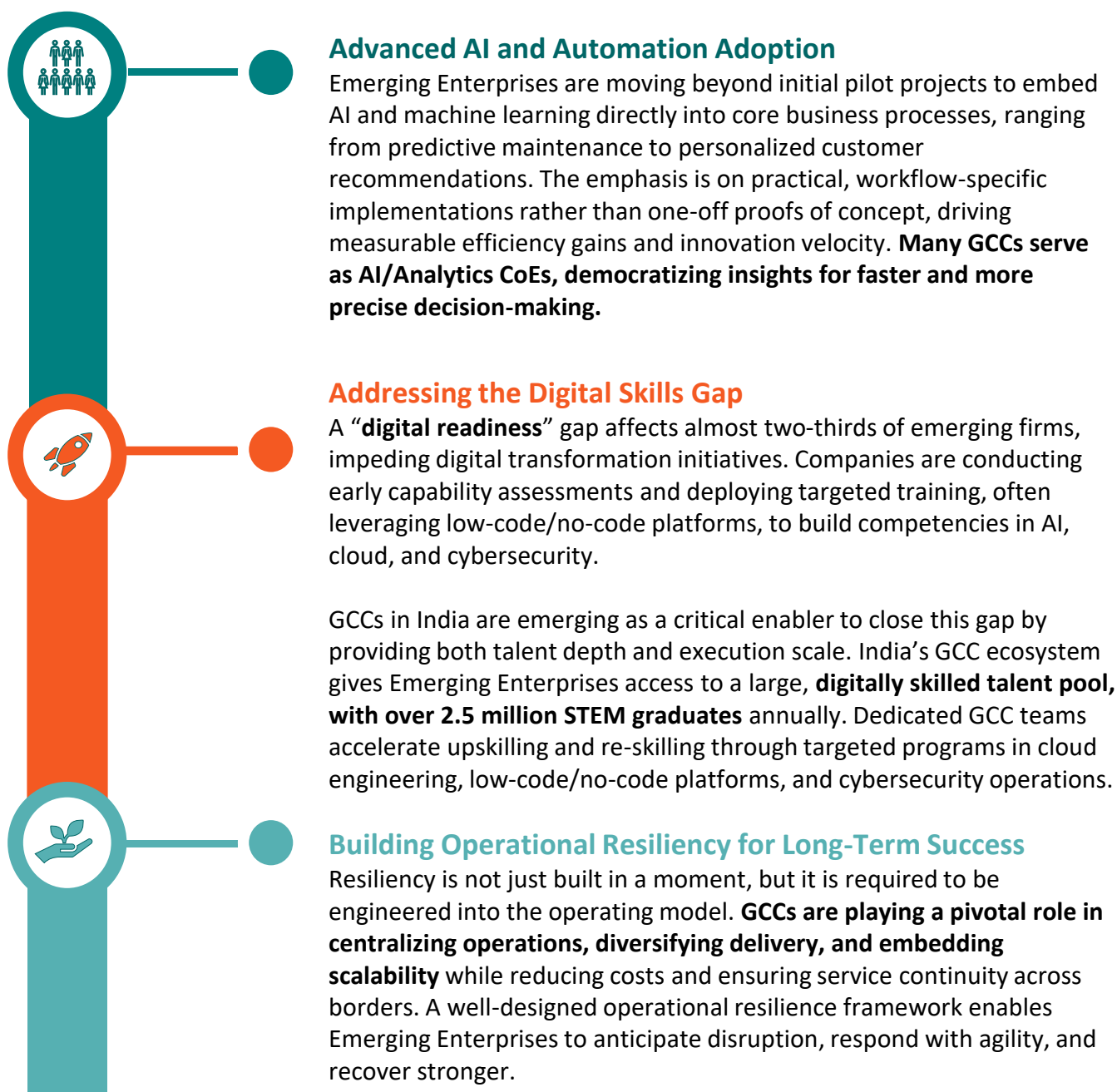
Emerging Enterprises are rapidly expanding their presence in India's GCC ecosystem. As India's mature GCC ecosystem lowers entry barriers and offers proven success models, these firms are seizing the opportunity to build global capabilities and drive enterprise value creation. **Together, these 610+ Emerging Enterprises are estimated to generate a cumulative revenue of ~\$350 billion in FY2025. The Indian GCCs of these 610+ enterprises are estimated to generate a cumulative revenue of \$14.23 billion in FY2025.**

Companies with revenues between **\$100 million and \$500 million** represent the prime segment as it includes the largest share of Emerging Enterprises establishing GCCs. These firms are typically agile, growth-oriented, and focused on rapid value creation, making them the ones **most actively capitalizing on the strategic benefits that GCCs offer.**

# Why more Emerging Enterprises are moving towards GCC model?

The most critical strategic priority for Emerging Enterprises is to integrate advanced technologies while simultaneously addressing a widening skills gap among their workforce. Effective adoption of AI, robust cybersecurity, and optimized cloud strategies are enabling emerging firms to compete with both larger enterprises and agile startups.

## Key trends within Emerging Enterprises and the role played by GCCs in India:



# EMERGING ENTERPRISES' GCCS IN INDIA

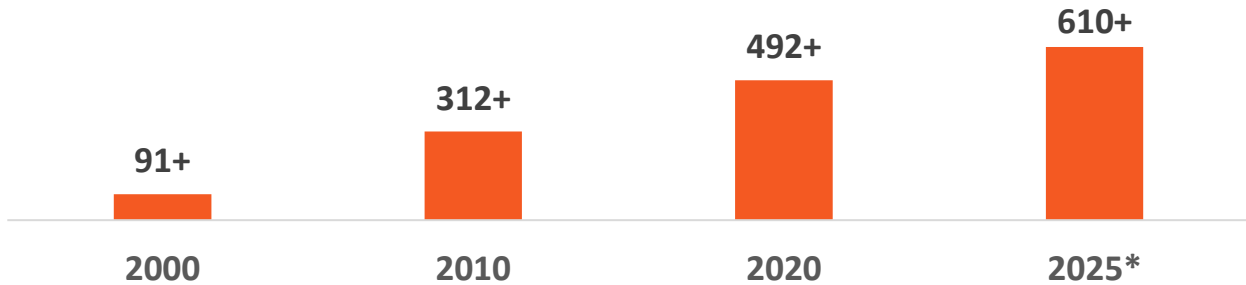
ANALYSIS  
AND  
INSIGHTS

EMERGING ENTERPRISES' GCCs IN INDIA - 2 0 2 5



# 610+ Emerging Enterprises have GCCs in India employing 462K+ professionals

No. of Emerging Enterprises having GCCs in India, by year



\*As of September 30, 2025

India has emerged as the global hub for strategic operations of emerging firms, with the number of GCCs growing by **~2X** in the past 15 years. This growth is driven by India's robust talent pool and a strong digital and innovation ecosystem. As global businesses increasingly seek agility, innovation, and efficiency, India's mature tech infrastructure and government support make it a natural choice for establishing and scaling GCCs.

## A note on PE-backed firms

Since 2020, **PE-backed firms have accounted for over 64% of all new mid-market GCCs established in India**, reflecting a decisive strategic pivot toward capability-led value creation. These centers typically deliver **50–60% cost efficiencies**, directly enhancing **EBITDA performance and exit valuations** for portfolio companies.

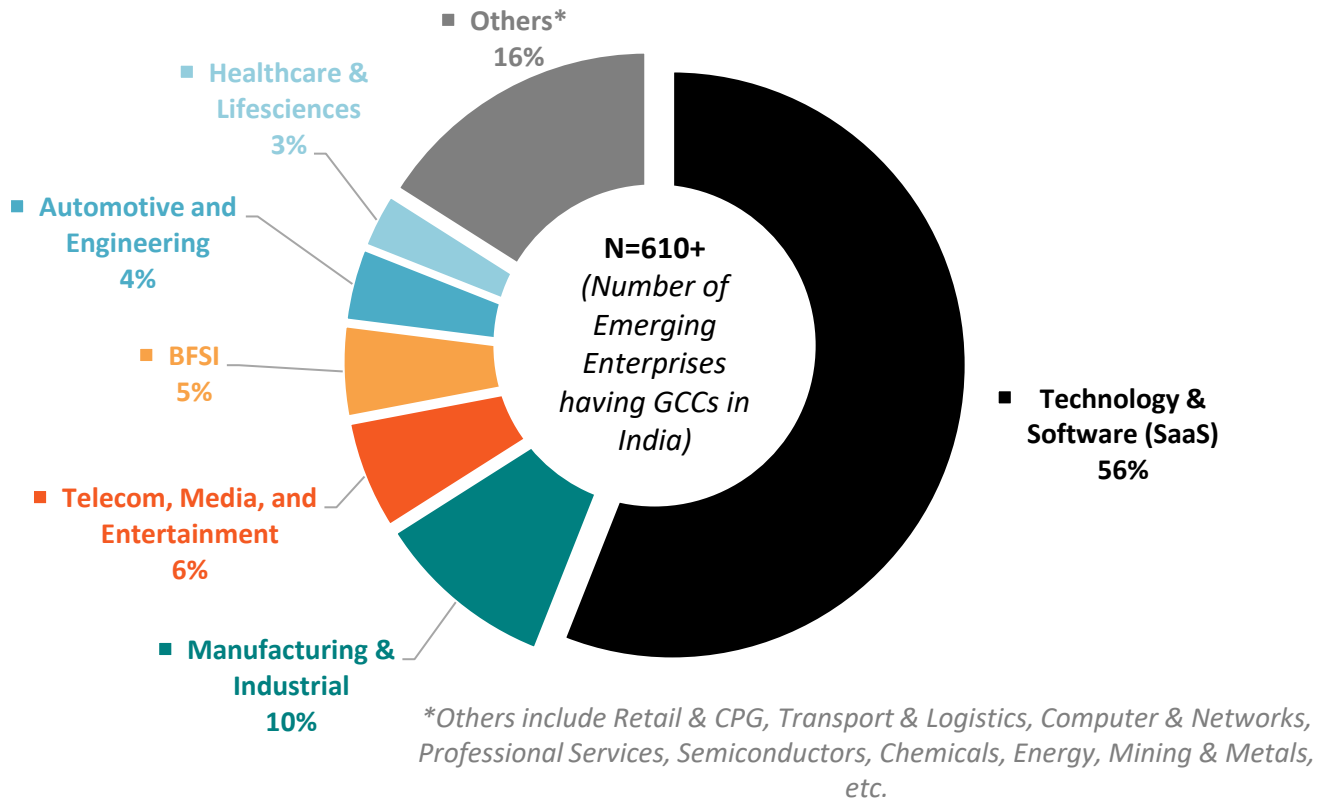
Importantly, GCCs are no longer positioned merely as cost centers; they have evolved into **core hubs for product and platform innovation**, particularly within **the SaaS and digital-first ecosystem**. For PE-backed firms, the emphasis is shifting from scaling headcount to **building integrated product pods, driving engineering ownership, and generating proprietary IP from India**, embedding innovation and enterprise value creation at the core of the GCC model. Most PE-backed GCCs are lean (25–100 FTEs), focused on engineering, UX, product, and core tech ownership.

## Here are some of the leading PE firms with their portfolio companies operating GCCs in India



# Technology & Software firms lead the charge in Emerging Enterprises' GCC expansion in India

## Emerging Enterprises' GCCs in India, by Industry



The dominance of **Technology and Software (SaaS) firms**, accounting for 56% of Emerging Enterprises' GCCs in India, highlights a strong alignment between India's digital capabilities and the strategic priorities of growth-stage and investment-backed enterprises. This concentration underscores India's position as the preferred global hub for building scalable digital, data, and engineering talent ecosystems that directly enable innovation, product acceleration, and technology modernization.

Beyond technology, the presence of GCCs across manufacturing & industrial (10%), telecom, media, and entertainment (6%), and BFSI (5%) sectors indicates a broadening adoption of the GCC model. These industries are leveraging India's mature digital infrastructure and cross-domain expertise to drive process transformation, build platform capabilities, and enhance operational efficiency.

Emerging Enterprises are no longer viewing GCCs as cost-saving vehicles but as **strategic accelerators for innovation and enterprise value creation**. India's unique blend of **talent density, ecosystem maturity, and scalability positions** it as the cornerstone of global capability expansion for this segment, mirroring a broader shift from outsourcing to **ownership-driven digital transformation**.

# Top Emerging Enterprises having GCCs in India across verticals

## Technology and Software



## Manufacturing & Industrial



## BFSI and Accounting Firms



## Healthcare and Lifesciences



## Automotive and Engineering



## Transportation & Logistics



## Retail and CPG



# Bengaluru leads, Hyderabad accelerates, and Emerging cities gain ground



Percentage of Emerging Enterprise's GCCs



Talent Distribution



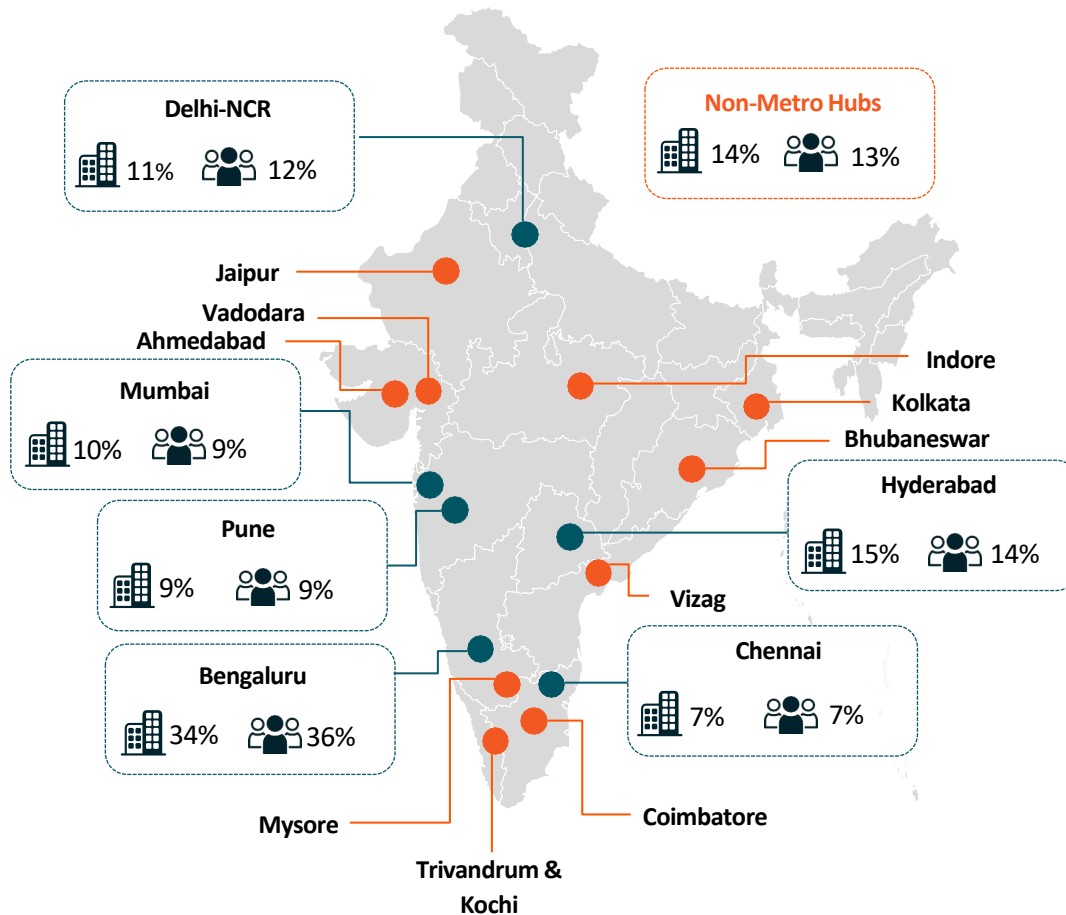
Metro Hubs



Non-Metro Hubs

Total Emerging Enterprises' GCCs in India = 610+

Total installed talent base of Emerging GCCs in India = 462K+



Bengaluru unequivocally leads the Indian Emerging Enterprises' GCC ecosystem, exhibiting substantial market share. **At the same time, Hyderabad has demonstrated remarkable acceleration over the last 2–3 years, emerging as one of the fastest-growing GCC destinations.** The city is now leading in terms of new GCC investments, even **outpacing Bengaluru in fresh traction**, driven by its robust infrastructure, proactive state policies, and rapidly expanding high-quality talent pool.

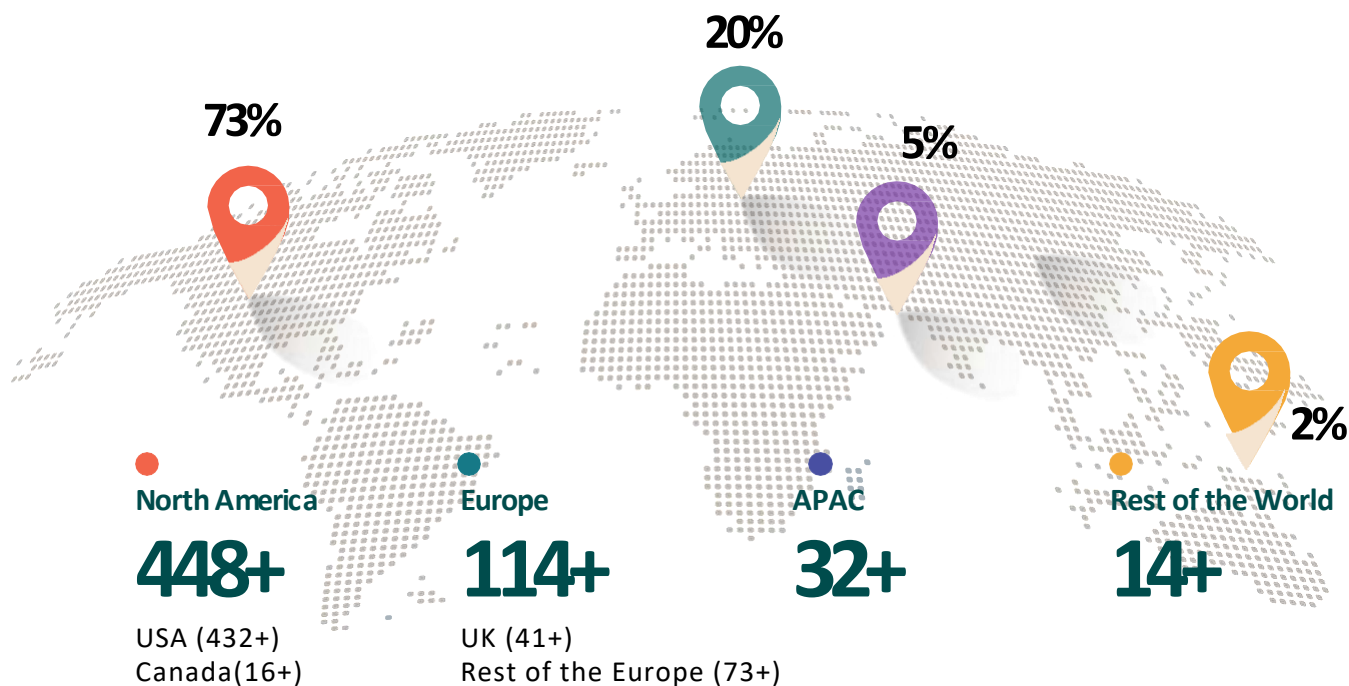
The analysis reveals a compelling trend of decentralization, **with non-metro cities gaining significant momentum as 'Emerging Hubs,' contributing 14% of the overall GCC entities.** Cities like **Ahmedabad, Coimbatore, Kochi, Trivandrum, Vizag, Jaipur, Indore,** etc. are emerging as critical alternative sites. They offer concentrated, cost-effective tech talent, making them ideal for early-stage scaling and the establishment of specialized GCC teams requiring specific domain expertise at an optimized operational cost.

Note: Analysis is based on companies with registered entities in the city serving as their India GCC headquarters.

Source: ANSR Research, Wizmatic

# Companies from the U.S. lead the presence; European companies accelerates its footprint in India's GCC ecosystem

Emerging Enterprises' GCCs in India, By HQ Region



The high penetration of Emerging Enterprises' GCCs in India by North American and European companies reflects a clear strategic shift from transactional outsourcing to integrated global capability building. Over the past two decades, U.S. companies have deepened their investments, leveraging India's contextually aware talent pool, digital maturity, and ecosystem connectivity.

## Increasing traction from European countries:

**Europe has been gaining significant ground in recent years**, rapidly expanding its presence in India. European companies, particularly from the UK, Germany, the Nordics, and France are accelerating GCC investments as they seek resilient operating models, access to high-quality tech talent, and faster digital transformation. This surge is reshaping the regional mix and opening the gap between traditional and new investment sources.

While large enterprises have focused on building scaled centers of excellence, Emerging Enterprises are increasingly establishing agile, high-impact GCCs that deliver rapid innovation and operational leverage. Today, GCCs across all segments are evolving into **full-fledged strategic extensions of global headquarters**, taking end-to-end ownership of critical business functions and driving enterprise-wide transformation.

# Trends shaping Emerging Enterprises' GCCs in India



## Digital Transformation Leadership (*Need for faster transformation*)

**Digital transformation is no longer exclusive to large enterprises; it is essential for mid-sized and high-growth companies as well.** For these companies, access to the right talent, with relevant experience and expertise, is a critical enabler of their digital journey. Emerging Enterprises' GCCs in India are playing a pivotal role in this transformation by focusing on **key technologies such as Cloud, AI/ML, Generative AI, and Automation**. This access to specialized talent allows them to experiment, innovate, and efficiently scale these technologies across their organizations, helping them build a competitive edge.



## Shift from Cost to Value

**Emerging Enterprises' GCCs have evolved from being primarily cost centers to becoming value-driven hubs.** Initially focused on cost efficiencies, they have **shifted towards creating strategic value by driving innovation, enhancing operational agility, and enabling digital transformation**. This shift has allowed Emerging Enterprises to focus on long-term growth by leveraging specialized talent and expertise in emerging technologies, thereby delivering greater business impact beyond just cost savings.



## AI-Driven Transformation

**Emerging Enterprises' GCCs in India are increasingly embracing AI-driven transformation, shifting beyond traditional delivery roles into innovation-first hubs.** These GCCs are emerging as high-impact hubs for Deep Tech, contributing for majority of organizations' global talent in AI.

Fueled by private equity's focus on value creation and emerging firms' need for agility, India-based GCCs are becoming AI Centers of Excellence, driving faster digital adoption, scalable innovation, and differentiated competitive advantage for their global enterprises.



### GCC Incubator Model

This model facilitates the setup and stabilization of new offshore teams or centers with minimal compliance and capital costs by providing initial infrastructure and support for scaling operations, potentially leading to a full-fledged GCC setup.

It mitigates risks associated with offshore expansion by allowing service providers to manage legal and compliance aspects in the initial stages, while keeping delivery operations fully controlled by the parent company overseeing the incubator.



### Faster Path to Leadership Roles

Emerging Enterprises' GCCs offer employees a **steeper trajectory to leadership** compared to large-scale enterprises. Enabled by **flatter organizational structures, broader role ownership, and direct visibility with global leadership**, professionals gain accelerated exposure to strategic decision-making. This environment fosters **rapid capability development, cross-functional learning, and early leadership opportunities**, making these GCCs a powerful talent magnet and a proving ground for the next generation of global leaders.

## Case Study 1

# A Global Leading Provider of Insurance and Reinsurance

### Background

Founded in 1995 in London, The company is a leading global insurer and reinsurer with a strong presence at Lloyd's of London. With a highly diverse portfolio, the company is known for its innovative approach to commercial insurance.

### Establishment of GCC in India:

Established in 2024, the GCC plays a vital role in helping the company achieve its strategic initiatives of Digital Transformation, and the modernization of its application and data platforms. All this combined acts as a support arm for other business areas.

The GCC comprises of highly skilled technology and data, and finance operations professionals who have a breadth of expertise across Data Engineering, Platform Engineering, Full-Stack Web Application Development, Data Management and Testing.

The center's work supports company's core operations in commercial insurance and reinsurance, ensuring its competitive edge in the market.

### GCC Vision:



**To build a central, trusted, cost efficient, flexible, and scalable cloud native data platform to harness maximum value from internal and external data.**



**To power the multiple facets of company's digital transformation initiatives, from leveraging Broker APIs to building an underwriting platform.**

### Key Focus Areas:

#### 360-Degree Digital Transformation

Harnessing the power of highly skilled tech talent across a wide range of niche skills, the GCC is at the heart of the building and testing of all digital products.

#### Growth

Rapidly ramping up its workforce, the GCC aims to grow to 100+ by the end of 2025.

## Case Study 2

# 5x Growth in 3 years: A leading banking solution provider

**Background:** The company delivers tailored banking solutions designed specifically for small businesses. Since its inception in 2013, the company has empowered over 500,000 entrepreneurs through innovative offerings such as business checking, bill pay, and lines of credit, enabling them to streamline financial operations, reduce costs, and focus on scaling their businesses.



### Challenges

- Scaling operations to support aggressive global expansion
- Delivering full-service banking products tailored to small businesses
- Building domain expertise across risk, credit, and customer operations
- Managing cost efficiency while maintaining innovation velocity



### Prime Drivers for GCC Establishment

- Expand global capability to support rapid product innovation
- Enable real-time decisioning with advanced analytics
- Strengthen security and risk controls
- Improve scalability and operational resilience

**The company set up its GCC in Bengaluru in 2022.** Today, the center powers core business functions and acts as a strategic hub that accelerates innovation, enables the expansion of the company's global footprint, and enables lean, tech-driven operations tailored for small business banking.

**Team:** 65+ members till Dec 2022, projected to scale to ~350 by mid 2025

**Strategic Focus:** Supporting banking, lending, and ops via a global talent hub.

**Key Areas of Expertise:** Data Analytics, Cybersecurity, Product Management, Risk Operations, Credit Analysis and Customer Support.

### Key Outcomes:

## 350+

Team members to be onboarded in less than 3 years

## 5x

Growth in 3 years, with the workforce scaling from 65 in 2022 to 350 in 2025

## 165+

Countries where the company has active service

## Case Study 3

# A Physiotherapy Revenue Cycle Management (RCM) Company

**Background:** The company, headquartered in the US, sought to expand its global presence by establishing a GCC in India. Previously, the company managed RCM services from its home country. The primary objective was to enhance RCM operations and build a robust tech infrastructure that would enable seamless client service globally.

**Challenges:** The primary challenge was hiring and integrating 400+ employees from three different vendors across three major Indian cities within a six-month timeline. This required rigorous workforce management, operational streamlining, and ensuring smooth transitions without disrupting existing operations.

### Key strategic actions:



#### Workforce Insourcing

Brought in 400 employees from three separate vendors to ensure a seamless transition of operational control to the company.



#### Built Employee-Centric Culture

Created a world-class work environment with a strong focus on culture. This led to improved employee satisfaction and positioned the GCC as one of the best employer brand in India



#### Strategic Leadership Alignment

Secured leadership alignment from the US headquarters, fostering strong communication and support for the GCC's development, with clear ownership across functional and tech teams.



#### Technology Integration

Invested in building a seamless tech infrastructure to support efficient communication and RCM services across locations, leveraging AI-powered automation for smooth service delivery.

### Key Impact and Milestones:

## 400

Employees in 269 days

Expanded the employee base from 0 to 400 within a year, significantly exceeding the original growth target.

## \$2M

Annual Cost Savings

Delivered substantial cost savings of \$2M annually and over \$6M within five years, contributing to higher EBITDA and a favorable private equity valuation.

## Operational Success

Integrated in 16 Weeks

Integrated critical RCM processes within a shortened timeframe, ensuring no operational disruptions, and facilitating long-term service scalability.

## Case Study 4

# A leading tax, accounting, advisory, and consulting firm

**Background:** The company is a recognized accounting, tax, and advisory firm with a diverse client base across many industries. It is known for providing personal, responsive service and has received accolades like being named a "Best of the Best" firm by INSIDE Public Accounting, indicating strong performance in operational excellence and financial health.



### Challenges

- Shortage of skilled and scalable talent
- Expanding operational capacity to drive rapid global growth
- Optimizing costs while sustaining strong innovation momentum



### Prime Drivers for GCC Establishment

- Access to high-quality talent
- Expand capability to support rapid product innovation
- Improve scalability and operational resilience

**The company set up its GCC in Bengaluru in 2024.** Today, the center serves as a pivotal engine for the business—driving critical operations, accelerating innovation, supporting global expansion, and enabling a lean operating model.

### Key Milestones:

- The company achieved over 200% revenue growth within two years—expanding from \$40 million to \$125 million—driven by strategic acquisitions, the launch of new service lines, and continued GCC investments.
- The center built a strong talent foundation by hiring high-caliber professionals across Advisory, Taxation, Marketing, Technology, and HR.
- A fully operational 141-seater office was established within six months, going live on Day 1 with zero operational downtime.
- The GCC is spearheading the development of a go-to-market function, scaling marketing capabilities to fuel enterprise-wide growth, and introducing streamlined processes to enhance acquisition integration.

# FORECAST & OUTLOOK

FORECAST AND  
WAY FORWARD

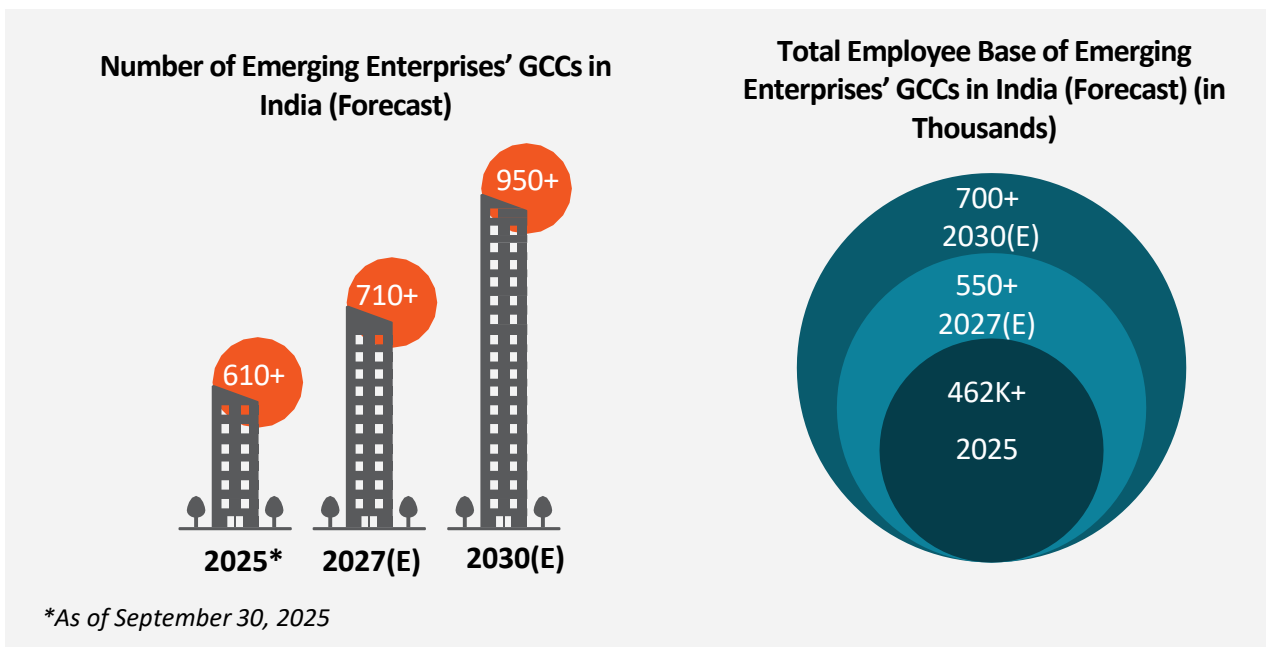
EMERGING ENTERPRISES' GCCs IN INDIA - 2 0 2 5



# Emerging Enterprises' GCCs in India

## – Forecast

Emerging Enterprises' GCCs in India are on a robust growth trajectory, driven by their ability to harness the country's talent pool, innovative culture, and cost efficiencies. With digital transformation taking center stage, these centers are evolving into strategic assets for mid-sized enterprises across the globe. As they continue to expand, their contribution to India's economic development and the global business landscape is expected to grow, further solidifying India's position as a critical hub for multinational operations.



The Emerging Enterprises' GCC segment in India is poised for significant, sustained expansion between 2025 and 2030. **The number of GCCs within this segment is forecasted to cross over 950 mark by 2030.** This rapid growth in the number of centers directly translates into a massive increase in scale and employment.

These forecasts highlight the sector's increasing strategic importance to global businesses, cementing India's role as a vital hub for emerging firms seeking specialized talent and operational leverage, and signaling a strong, multi-year demand for AI, engineering, analytics, and platform skills.

# Way Forward – Opportunity Areas for Emerging Enterprises' GCCs



## Connected Enterprise Vision

GCCs are currently in a phase characterized by an accelerated, qualitative leap forward, creating synergies with the ecosystem by actively collaborating and aligning with partners. With a focus on prioritizing innovation, efficiency, and strategic synchronization with enterprise objectives, the next generation of GCCs should aspire to set new gold standards of excellence, striving to cultivate exceptional talent pools and foster impactful partnerships.



## Beyond Tech: GCCs Evolve into Multifunctional Hubs of Expertise

GCCs are evolving into multidisciplinary hubs beyond IT and digital transformation. They now recruit professionals from healthcare, engineering, finance, and law to drive global innovation. This diversification strengthens their strategic role in solving industry-specific challenges and shaping the global workforce beyond technical expertise.



## Best-Sourcing: The Strategic Advantage in the Future of GCCs

Best-sourcing enables strategic blend of in-house and outsourced capabilities to drive efficiency and innovation. By leveraging global talent and cutting-edge technologies, organizations optimize resources, scale faster, and maintain quality. Collaboration with Managed Service Providers (MSPs) enhances flexibility, ensuring seamless operations and responsiveness to market demands.



## Empower GCCs as Leadership Hubs

As the second headquarters, GCCs should nurture enterprise leaders with functional responsibility and accountability for global business outcomes, enabling them to own functions on a global scale. As a growing number of enterprises strategically transition significant portions of their functions and operations to GCCs, India based GCC leaders effortlessly ascended to global leadership positions, directing their functions at a global level.



## GCCs in Non-Metro Hubs: A New Frontier

The emergence of GCC-specific policies in Indian states like Karnataka, Tamil Nadu, Madhya Pradesh, Andhra Pradesh, Maharashtra, etc. presents a lucrative opportunity for GCCs. These policies offer attractive incentives and a conducive business environment, encouraging GCCs to expand beyond metro hubs. By focusing on non-metro hubs, GCCs can leverage lower operational costs, access untapped markets, and build a strong local presence.



## Viksit Bharat @2047 – GCCs in India as a market opportunity

With India's \$1 trillion digital economy goal by 2030 and initiatives like Viksit Bharat @ 2047, there is a massive opportunity for companies to use their GCCs to drive innovation, tap into a growing consumer base, and create scalable solutions. GCCs act as strategic assets—accelerating product development, cutting costs, and unlocking deep local market insights, making India not just a development base but a global growth engine.

# APPENDIX

**LIST OF MAJOR  
EMERGING  
ENTERPRISES' GCCs  
IN INDIA**

EMERGING ENTERPRISES' GCCs IN INDIA - 2 0 2 5



# List of top Emerging Enterprises having GCCs in India

**Note: The list has been arranged / ranked based on the latest company revenue / the size of the company basis their latest revenue.**

## Companies with revenue b/w \$50 Million and \$100 Million

Assent	Zimbra	Dxcorr
Forescout	Cyara	OLR
Gainsight	Mastech Digital	Sonim Tech
IDeaS	Chetu	Integral Development Corp.
Jumio Corporation	Medable	AVL
Labvantage	OATSIDE	Cowbell
Linode	SILVER ATENA (Expleo Group)	Web Spiders
Moveworks	Transparent Value	eRevMax
Payoda	Fisker	Evergent
Pi Square Technologies	Arasan Chip Systems	Charles Trent
Reveleer	Kagool	Sophos
Turvo	CipherCloud (Lookout)	QL2 Software
Nektar Therapeutics	Global Analytics (GAIN Credit)	Ranosys
Causeway Technologies	Serko	Cerillion Technologies
Sandvine (AppLogic Networks)	Phytec	Tecra Systems
Infostretch (Apexon)	Numerify (Digital.ai)	CAST Software
Q3 Technologies	ETP Group	Arkieva
Telenity	ThoughtFocus	Feuji
Eminox	Dialogic	Pointcross
Celigo	Observe.ai	Plume
Udacity	Drivestream	
eGain Corporation	DataCore Software	
Napier Healthcare	Alamy	
Ooyala (Dalet Flex)	d-Matrix	
Invecas Inc (Cadence)	Nasuni	
Plivo	Orca Security	
Amagi	Scry AI	
Neosem	InterraIT (Ferfier)	
Panamax	OPAL-RT	
Mindcrest (DWF)	Quark	
Treez	Craft Silicon	
IQmetrix	Exterro	
Franconnect	GoldenSource Corp	
Adform	Vistaar Technologies	
Tecnotree	Gwynnie Bee (CaaStle)	
RxLogix	Excelacom	
TGR Screen	CVM Solutions	
Ceremorphic	Niksun	
MasterControl	Omnex	
Winshuttle	Doyensys	
Cradlepoint	Exostar	
ACS Technologies	LaunchDarkly	
Musafir.com	Replicon	
Syneriq Global	C&R Software	

## Companies with revenue b/w \$100 Million and \$500 Million

RxBenefits	Planview	Microexcel (New Era Technology)	Saba
Banca Sella	Precisely	Odessa Technologies	Cyderes
Bernhard Schulte	Maxlinear	Quotient Technology	SambaNova Systems
CitiusTech	SOTI	Spraying Systems	Kramer Electronics
Husco	Sagent	Model N	Altisource
Lutron	US Pharmacopeia	Edifecs	Bravura Solutions
Marlabs	Navisite	TriVium	Kongsberg Digital
Mediaocean	Barracuda	Acentra Health	Clari
MegaChips Corporation	HealthEdge	Icertis	Picsart
Mindbody	Tangoe	IceWarp Inc	Skyhigh Security
Sitecore	Backbase	RM Plc	ParentPay
Wiz Cloud	Kofax	Figma	AppDirect
TiVo	Kaleyra	Pluralsight	Ascendum Solutions
Groupon	American Megatrends (AMI) Risk Management Solutions (RMS-Moody's)	CeX Webuy.com	Solugenix
Fareportal	OpenLink Financial	imimobile (Webex CPaaS Solutions)	Chain-Sys Corporation
Fosroc	OEConnection	EMIS Group (Optum)	ReliaQuest
SDL	Eagleview	Appen	Sconce Solutions (PDSVISION)
Neo Group	Cognite	Vocera	Zeomega
Tenerity	O.C. Tanner Company	Avineon	Imagination Technologies
Basware Corporation	ThoughtSpot	Cigniti Inc.	BirdEye
Frigoglass	AVEVA	Tide	Sisense
Spirent	Harman	Clinton Health Access Initiative (CHAI)	CrimsonLogic (PSA International)
Advantedge Healthcare Solutions	Postman	RUCKUS Networks	Planful
Gunnebo	Quantum	Isabellenhütte Heusler GmbH & Co. KG	Livevox, Inc (Nice)
Clearwater Analytics	Duck Creek	Systems Technology Group	Castlight Health
Mishcon	Orbcomm	Cambium Networks	Digital.ai
3dPLM (Dassault Systemes)	CE LINK (Anfu CE LINK)	Bloomreach	Impelsys
Accolite, Inc.	Portescap	Navis	Dark Matter Technologies (DMIT)
Evident Scientific	Parallel Wireless	ApplyBoard	Finicity
Consilio	Sumo Logic	Yodlee (Envestnet)	VFS Global
Aptean	Broctagon	Netradyne	smartShift
Rimini Street	Dialpad	Aspect Software	Allvue System
JFrog	Fivetran	ATOSS Software	Camco Technologies
Numerator	LogicMonitor	Acquia	ArisGlobal
Tricentis	PFSweb Inc	Diligent	Blend360
4flow	Prgx	GeBBS Healthcare Solutions	Synacor
Granicus	QAD	Zema Global's	SmartDrive Systems
o9 Solutions Inc	Utopia Global Inc	Mastech Digital	Delphix
OneTrust	ABC Fitness	Pantheon Inc	Carousell
Qlik	Data Axle	Seco Tools	Elevate
Raksul	Sumtotal Systems	Cornerstone	Cendyn
Vimeo	Techno Brain	Xactly	IP Infusion
Dunnhumby	Hatch	Smarsh	Storable
Mindlance	Khoros	Affle	United Online
Eightfold AI	Zelis	Tecsys Inc	Intertek
Apptio	Irdeto	Syncfusion	Calsoft
Apptus (Conga)	Senvion	Verticurl	Zafin
Bazaarvoice	Radware	Kony	DLT Labs (KNNX)
Mara-Ison (iSON Technologies)	Upland	Synchronoss	Atmecs
Saama	Fulcrum Digital	Ceipal Software	Flytxt
William Hare	Professional Datasolutions (PDI)	Zoniac (Ceipal)	Vervent
Kudelski Group	Cardlytics	Hanwha Ocean	Cockroach Labs
Monotype	Espressif Systems	Truecaller	Saviynt
Mobileum	OCEM	Sagitec	Smith + Howard
Emerson	Cameo Global (New Era)		YipitData
Fichtner			

## Companies with revenue b/w \$500 Million and \$1 Billion

Arctic Wolf	Rocket Software	Kuoni Travel
Altimetrik	OLX Group	Forcepoint
CRIF	Bastian Solutions	RSA Security
CyberArk	Celonis	Zyme Solutions (e2open)
eClinicalWorks	OIA GLOBAL	Anton Paar
EFI	Ipsoft	ClinChoice Inc
Epicor	Tellabs	Castrol
Hyland Software	Syniverse	Rubrik
Ivanti	Yahoo	SentinelOne Inc
Mavenir Systems	Impetus	Blackboard
Synechron	Progress Software	Netskope
Valtech	Anritsu	Markem-Imaje
Puma Energy	Availity	Quinstreet
Barco N.V	CIGNEX (Relevance Lab)	Chegg
Guidewire Software	Everi (Global Cash Access Holdings Inc)	E2open
ShoreTel (Mitel)	InsideView (Demandbase)	Qualys
Ocwen Financial (Onity Group)	Inszoom	BW Offshore
EagleBurgmann Industries	Lionbridge Technologies	MiQ (MedialQ)
Mitel	M&G Plc	Zycus
GEP (Global eProcure)	Makino	Epiq
Synaptics	MetricStream	Enerpac Tool Group
HID Global	Pinkerton	Mueller Prost (Wipfli)
FEV Group GmbH	ServiceMax	Silicon Labs
SMEC	SmartStream Technologies	Allscripts (Veradigm)
Videojet Technologies	Sonatype	BlackBerry
Fragomen	Telit	Tektronix
HighRadius	Tibco	Gigamon
Bristlecone	Traveloka	Tryfacta
Commvault (CVLT)	Zingle AI	Skillsoft
New Relic	SE2 (Zinnia)	Magic Software
Ness Digital Engineering	Sprinklr	Varonis
Xebia	Workplace Options	Schmersal
Xoriant	Ebix	Sapiens
Verint	Macom	Newland AIDC
Applied Micro Circuits Cor (MACOM)	PowerSchool	OutSystems
Silicus (Infogain)	Nextgen Healthcare	Onpassive
VeriFone Holdings	Freyr	Control Union
Semtech	Redis Labs	Integral Ad Science
Carraro Group	Travelex	Normet
Tecumseh	Chemo	Kore.ai
Jaggaer	Citrin Cooperman	ETAS (Robert Bosch GmbH)
Renishaw	Flexera	EnterpriseDB (EDB)
AML RIGHTSOURCE	SailPoint	Synamedia
Rapid7	SUSE SA	Open Silicon (Alphawave Semi)
TNS	Tavant Technologies	Lattice Semiconductor (LSCC)
ECI Telecom (Ribbon Communications)	Visionet systems inc	Tenstorrent
Ribbon Communication	Avalara	ModMed
NetScout	IDP Education	Maxcess
Ellucian	SAXO Bank	
Axtria	Pall Corporation	
Infoblox	Netgear	
BI Worldwide	Riverbed Technology	
Tower Research	Altair	
Tredence	Escalent	
Stats Perform	AMS (Alexander Mann Solutions)	
Crestron Electronics	Appian	
CIRCOR Inc	BlackLine	
Entrust Datacard Corporation	Cvent	

## Companies with revenue b/w \$1 Billion and \$2 Billion

Berkadia	Scholastic	Torm
GitHub	Verisign	British Council
Papa Johns	Apex Group Ltd	Ryan
Zenith Media	Carestream	Edrington
Intersil Corporation (Renesas)	Citco	TransPerfect
Intelsat	Cubic Transportation Systems	Zoominfo
SPX FLOW	Ficosa	[24]7.ai
Harsco Corporation (Enviri)	Kaseya	Collabera
Criteo	MathWorks	COWI
McAfee	Rotork	Groupe Sii
Taikisha	Pegasystems	Scientific Games
Colt Technology	Bloom Energy	Tomtom
Finastra	Marquardt	CSG International
HERE Technologies	DKS Robotics	RealPage
Kronos	UiPath	Omniceil
Evoqua (Xylem)	Brady Corporation	Heidrick & Struggles
CEVA Logistics	Infinera	Methode
Avaya Cloud Services	Athenahealth	BearingPoint
Apotex Inc	BRIT Insurance	CDM Smith
OpenGov	Blue Yonder	iMerit Technology
Pattern	Genesys	ip.access (Mavenir)
Fair Isaac Corporation (FICO)	John Crane	Perstorp
Taboola	Oat Systems	SoftwareONE
Teradata	STULZ	Inovalon
Landis+Gyr	Xceedance	VIAVI Solutions
Aramex	JDA Software	Software AG
National Instruments	Bentley Systems	LogMeIn Inc (GoTo)
Osi Systems	Enphase Energy	Nemetschek Group
Condé Nast	Envestnet	OVH Tech (OVHcloud)
Polycom	Encore Capital	Manhattan Associates
CloudFlare	A.T. Kearney	Tokopedia
Informatica	Bonfiglioli	Exela Technologies
Valvoline	Cohesity	Stahl
HOERBIGER Holding	Coupa Software	Extreme Networks
Oriflame	Esri	Crunchyroll
Veritas Technologies	Mercari	Pella
Yardi Systems, Inc	Photon	
ACI Consulting	Temenos	

THANK YOU



## About ANSR

ANSR is the definitive global leader in establishing and operating Global Capability Centers. With over 170 GCCs established for more than 100 Fortune 500 companies across key innovation hubs in India, Eastern Europe, and Southeast Asia, ANSR combines unparalleled strategic insight, proven execution capabilities, and proprietary technology solutions to help enterprises build and grow their global teams. As pioneers of the GCC as a Service (GaaS) model and creators of the revolutionary 1Wrk platform, ANSR continues to redefine how enterprises achieve operational excellence and accelerate their digital transformation journeys. With over a decade of experience and a team of seasoned GCC experts, ANSR delivers predictable outcomes that enable enterprises to gain competitive advantage through their global capability centers.

**170+**

**Global Centers  
Established**

**155K+**

**Professionals  
Hired**

**12M+**

**sq ft of Workspace  
Under Management**

**20+**

**Years of  
Experience**

**\$2B+**

**Capital Investment  
Created**

### Contact Us

[marketing@ansr.com](mailto:marketing@ansr.com) | [www.ansr.com](http://www.ansr.com)



**WIZMATIC**

## About Wizmatic

Wizmatic is a data intelligence and education company dedicated to India's GCC and GBS ecosystem. Its core mission is to bring clarity and quantification to the rapidly expanding GCC landscape.

The company's flagship platform, the **Wizmatic Intelligence Network (WIN)**, maps over 1,800 GCCs in India providing granular data and analytics on financials, industry segments, locations, talent size, and ownership structures to help investors, enterprises, and policymakers make informed decisions.

Complementing its research work, **Wizmatic's GCC Education Platform** builds workforce readiness for GCC careers through structured learning programs, bridging the gap between academia and industry. The curriculum and course offerings equip talent with foundational knowledge of the GCC operating model, India's positioning in the global landscape, and evolving functional capabilities.

Through its data and education focus, Wizmatic aims to strengthen India's role as the global hub for capability centers, enabling better decisions, better preparedness, and a better understanding of the opportunities shaping the GCC decade.

### Contact Us

[info@wiz-matic.com](mailto:info@wiz-matic.com) | [wiz-matic.com](http://wiz-matic.com)

# Disclaimer

The information contained herein has been obtained from sources believed to be reliable. The material or information is not intended to be relied upon as the sole basis for any decision which may affect any business. Before making any decision or taking any action that might affect anybody's personal finances or business, they should consult a qualified professional adviser. Use or reference of companies/third parties in the report is merely for the purpose of exemplifying the trends in the industry and that no bias is intended towards any company. This report does not purport to represent the views of the companies mentioned in the report. Reference herein to any specific commercial product, process or service by trade name, trademark, manufacturer, or otherwise, does not necessarily constitute or imply its endorsement, recommendation, or favoring by ANSR or any agency thereof or its contractors or subcontractors. The material in this publication is copyrighted. No part of this report can be reproduced either on paper or electronic media without permission in writing from ANSR. Request for permission to reproduce any part of the report may be sent to ANSR.

# Usage of Information

Forwarding/copy/using in publications without approval from ANSR will be considered as infringement of intellectual property rights.